Are real estate clients taken by Homeselfe RE’s colorful energy reports?

Have suggestions for products that you'd like to see reviewed by our real estate technology expert? Email Craig Rowe. HomeSelfe RE is a home energy analysis app that allows agents to brand an array of reports and energy usage profiles. Platforms: iOS, Android Ideal for: All agents and teams; those who specialize in green homes or working with energy-conscious clients Top selling pointsEnhances home marketing Interactive user experience Tracks down appliance/energy-related rebates Built by established energy data companyTop concernsThe app could work in opposition to its intent. Buyer's agents could use it to argue for a reduction in price due to inefficiencies.What you should know As easily as a seller's agent could use the Homeselfe RE app to augment their listing presentation with an energy analysis, a buyer's agent could use it to highlight outdated HVAC systems or an antiquated water heater -- and justify concessions.Neither case means the a...

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